

SECURI

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OMB Number: 3235-0123 **Expires:** April 30, 2013

Estimated average burden hours per response.....12.00

ANNUAL AUDITED RESPONSE Processing FORM X-17A-5 Section

PART III

FEB 28 2011

SEC FILE NUMBER 47309

FACING PAGE Washington Defined of Brokers and Dealers Pursuant at Section 17 of the Securities Exchange Act of 1934 and Rule 17a-5 Thereunder **FACING PAGE**

REPORT FOR THE PERIOD BEGINN	ING 01/01/2010	AND ENDING	12/31/2010
	MM/DD/YY		MM/DD/YY
A.	REGISTRANT IDENTIF	ICATION	
NAME OF BROKER-DEALER: 6	eat American Advi.	sors, Inc.	OFFICIAL USE ONLY
ADDRESS OF PRINCIPAL PLACE OF	BUSINESS: (Do not use P.O.	NESS: (Do not use P.O. Box No.)	
525 Vine Street, 7th	Floor		
	(No. and Street)		
Cincinnati	Ohio		5202
(City)	(State)	. ((Zip Code)
NAME AND TELEPHONE NUMBER (Athena Purdon	OF PERSON TO CONTACT IN	REGARD TO THIS RE	PORT (513) 412–1530 (Area Code – Telephone Number)
В. /	ACCOUNTANT IDENTIF	ICATION	
INDEPENDENT PUBLIC ACCOUNTA	NT whose opinion is contained	in this Report*	
	(Name - if individual, state last	first, middle name)	
312 Walnut Street	Cincinnati	0hio	45202
(Address)	(City)	(State)	(Zip Code)
CHECK ONE:			
Certified Public Accounta	int		
☐ Public Accountant			
☐ Accountant not resident in	1 United States or any of its pos	sessions.	
,	FOR OFFICIAL USE	DNLY	

*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

OATH OR AFFIRMATION

I,	Athena Purdo		, swear (or affirm) that, to the best of
1,	moviledge and belief th	e accompanying financial statem	nent and supporting schedules pertaining to the firm of
my i		can Advisors, Inc.	, as
		201	o, are true and correct. I further swear (or affirm) that
of_	December 31	, 20j	fficer or director has any proprietary interest in any account
			inicer of director has any proprietary iniciation and
class	sified solely as that of a	customer, except as follows:	
			,
	Westers wassing		
	JULTARIAL OF		
			art. Pund
1		Robin Fluharty	Signature
1	*	Notary Public, State of Ohio	Dignaturo
•	0	My Commission Expires 10-20-2015	Treasurer
		•	Title
	OF WHILE		
Æ	open Flub	artis	
	Notary Public	c	
	i destruit de la compansión de la compan	llllicable bayes):	
	s report ** contains (cne (a) Facing Page.	eck all applicable boxes):	
	(a) Facing Fage.(b) Statement of Finan	cial Condition	
	(c) Statement of Incom		
П	(d) Statement of Chang	ges in Financial Condition.	
x.	(e) Statement of Chang	ges in Stockholders' Equity or Pa	artners' or Sole Proprietors' Capital.
	(f) Statement of Chang	ges in Liabilities Subordinated to	Claims of Creditors.
X	(g) Computation of Ne	et Capital.	n n 1, 15,2.2
	(h) Computation for D	etermination of Reserve Require	ments Pursuant to Rule 1303-3.
	(i) Information Relation	ng to the Possession or Control B	Requirements Under Rule 15c3-3. of the Computation of Net Capital Under Rule 15c3-1 and the
×	(j) A Reconciliation, in	ncluding appropriate explanation	uirements Under Exhibit A of Rule 15c3-3.
	(k) A Peconciliation h	etween the audited and unaudite	d Statements of Financial Condition with respect to methods of
ш	consolidation.	ACTIONITY WITH BURNING BITTE BUTTERSTON	- -
\mathbf{x}	(l) An Oath or Affirm	ation.	1
	(m) A convent the SIDC	Supplemental Report	
	(n) A report describing	any material inadequacies found	to exist or found to have existed since the date of the previous audit.
**F	or conditions of confide	ential treatment of certain portio	ns of this filing, see section 240.17a-5(e)(3).

GREAT AMERICAN ADVISORS, INC.

Statement of Financial Condition December 31, 2010

Cash \$ 962,019 Short term investments 500,153 Deposits with regulator 5,020 Investments held under deferred compensation plan, at fair value (cost \$1,766,397) 1,952,064 Receivables from registered representatives 11,522 Deferred federal income tax asset, net 670,076 Prepaid expenses and other assets 87,259 Federal income tax receivable from affiliate 61,241 LIABILITIES AND STOCKHOLDER'S EQUITY Liabilities: Commissions payable \$ 51,349 Accrued expenses and other liabilities 145,575 Deferred compensation 1,952,064 Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value 1,000 - 750 shares authorized 1,000 - 750 shares issued and outstanding 4,249,354 Additional paid-in capital 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total liabilities and stockholder's equity 2,100,366	ASSETS	
Deposits with regulator 5,020	Cash	\$ 962,019
Investments held under deferred compensation plan, at fair value (cost \$1,766,397) 1,952,064 Receivables from registered representatives 11,522 Deferred federal income tax asset, net 670,076 Prepaid expenses and other assets 87,259 Federal income tax receivable from affiliate 61,241 Total assets \$4,249,354 LIABILITIES AND STOCKHOLDER'S EQUITY Liabilities:	Short term investments	•
Receivables from registered representatives 11,522 Deferred federal income tax asset, net 670,076 Prepaid expenses and other assets 87,259 Federal income tax receivable from affiliate 61,241 Total assets \$ 4,249,354 LIABILITIES AND STOCKHOLDER'S EQUITY \$ 51,349 Accrued expenses and other liabilities 145,575 Deferred compensation 1,952,064 Total liabilities 2,148,988 Stockholder's Equity: \$ 1,000 - 750 shares authorized 1,000 - 750 shares authorized 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	Deposits with regulator	5,020
Receivables from registered representatives 11,522 Deferred federal income tax asset, net 670,076 Prepaid expenses and other assets 87,259 Federal income tax receivable from affiliate 61,241 Total assets \$ 4,249,354 LIABILITIES AND STOCKHOLDER'S EQUITY \$ 51,349 Accrued expenses and other liabilities 145,575 Deferred compensation 1,952,064 Total liabilities 2,148,988 Stockholder's Equity: \$ 2,148,988 Stockholder's Equity: \$ 1,000 - 750 shares authorized \$ 1,680,285 - 100 shares issued and outstanding \$ 2,98,397 Accumulated earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	Investments held under deferred compensation plan, at fair value (cost \$1,766,397)	1,952,064
Prepaid expenses and other assets 87,259 Federal income tax receivable from affiliate 61,241 Total assets \$ 4,249,354 LIABILITIES AND STOCKHOLDER'S EQUITY Liabilities: Commissions payable \$ 51,349 Accrued expenses and other liabilities 145,575 Deferred compensation 1,952,064 Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value 1,000 - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366		11,522
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Commissions payable Accrued expenses and other liabilities Deferred compensation Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital Retained earnings Accumulated other comprehensive income Total stockholder's equity \$ 51,349 145,575 1,952,064	LIABILITIES AND STOCKHOLDER'S EQUITY	
Accrued expenses and other liabilities Deferred compensation Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital Retained earnings Accumulated other comprehensive income Total stockholder's equity 145,575 1,952,064 1,000 1,000 1,000 1,680,285 298,397 Accumulated other comprehensive income Total stockholder's equity	Liabilities:	
Deferred compensation 1,952,064 Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value 1,000 - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	Commissions payable	* ,
Total liabilities 2,148,988 Stockholder's Equity: Common stock, \$10 par value - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital Retained earnings Accumulated other comprehensive income Total stockholder's equity 2,148,988 1,000 1,000 1,000 2,100,366	Accrued expenses and other liabilities	
Stockholder's Equity: Common stock, \$10 par value - 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital Retained earnings Accumulated other comprehensive income Total stockholder's equity 1,000 1,000 1,000 1,000 1,000 298,397 298,397 Accumulated other comprehensive income 120,684	Deferred compensation	1,952,064
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- 750 shares authorized - 100 shares issued and outstanding Additional paid-in capital Retained earnings Accumulated other comprehensive income Total stockholder's equity 1,680,285 298,397 298,397 298,397	Stockholder's Equity:	
- 100 shares issued and outstanding Additional paid-in capital 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	Common stock, \$10 par value	1,000
Additional paid-in capital 1,680,285 Retained earnings 298,397 Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	- 750 shares authorized	
Retained earnings Accumulated other comprehensive income Total stockholder's equity 298,397 120,684 2,100,366	- 100 shares issued and outstanding	
Accumulated other comprehensive income 120,684 Total stockholder's equity 2,100,366	Additional paid-in capital	
Total stockholder's equity 2,100,366	Retained earnings	•
Total stockholder's equity	Accumulated other comprehensive income	
Total liabilities and stockholder's equity \$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Total stockholder's equity	
	Total liabilities and stockholder's equity	\$ 4,249,354

The accompanying notes are an integral part of the financial statements.